

## Message Text

UNCLASSIFIED

PAGE 01 STOCKH 04030 211114Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W  
-----054721 211348Z /40

R 211018Z SEP 77  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1762  
AMEMBASSY BONN  
AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY LONDON  
AMCONSUL MILAN  
AMEMBASSY OSLO  
AMEMBASSY PARIS

UNCLAS STOCKHOLM 4030

FOR: BIC/OIM:TRAFTON; BONN FOR USIMC COLOGNE

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: HI-FI STEREO USA, MF-BSP, SEPTEMBER 6-11, 1977

1. FOR SIX DAYS, THE TRADE CENTER REVERBERATED WITH THE SOUNDS OF MUSIC AND CROWDS. THE POWER OF US AUDIO EQUIPMENT WAS DEMONSTRATED BY THE CACAPHONY OF ROCK BEATS AND OPERA ARIAS THAT ESCAPED FROM THE LARGE SOUND BOOTHS THAT TOOK UP MOST OF THE TRADE CENTER DISPLAY FLOOR AND FROM THE FLOOR BELOW WHERE ONE EXHIBITOR USED THE COMMERCIAL LIBRARY AS A SOUND ROOM, AND WHERE A DISCOTEQUE OPERATED IN THE LOUNGE DURING THE EVENINGS. ROUGHLY 10,100 VISITORS MADE THEIR CONTRIBUTION TO THE DIN. MOST HAD INVITATIONS DISTRIBUTED BY THE PARTICIPATING FIRMS AND THEIR DEALERS, BUT 2,300 VISITORS PAID THE ENTRANCE FEE OF 5 KRONOR (\$1.05). BETWEEN NOON AND 4 PM SATURDAY, LINES FORMED OUTSIDE THE TRADE CENTER WHERE SPACE WAS BARELY ADEQUATE FOR THE 2,300 VISITORS COUNTED THAT UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 04030 211114Z

DAY. THOUGH THE EXHIBITORS WERE MAINLY INTERESTED IN DEALERS, AND WERE DELIGHTED TO REPORT THAT THEY HAD SEEN ALL THE IMPORTANT DEALERS, INCLUDING NEW LEADS, AT THE SHOW, THEY ALSO PUT A HIGH VALUE ON THE ADVERTISING IMPACT OF THE EXPOSURE THE SHOW PROVIDED TO THE GENERAL PUBLIC. A NUMBER OF THE EXHIBITORS RECOMMENDED STRONGLY THAT THIS SHOW BE STAGED AS AN ANNUAL EVENT.

2. THIS MULTI-FIRM BSP WAS THE CULMINATION OF MONTHS OF PLANNING, ORGANIZING AND PROMOTION WORK ON THE PART OF THE TRADE CENTER STAFF AND THE MARKET PROMOTION FIRM. EIGHT SWEDISH FIRMS REPRESENTED 14 US MANUFACTURERS OF PROFESSIONAL AND CONSUMER AUDIO EQUIPMENT, FOR THE MOST PART SPEAKERS, TURNTABLES AND NEEDLES, AMPLIFIERS, EARPHONES AND RELATED EQUIPMENT. PROMOTION ACTIVITIES INCLUDED AN INFORMATION FOLDER MAILED THROUGHOUT SWEDEN AND DISTRIBUTED WITH ENTRANCE TICKETS BY AUDIO DEALERS AND RETAIL OUTLETS WHICH ALSO DISPLAYED SHOW BANNERS AND POSTERS. ONE EXHIBITOR DONATED A LOUDSPEAKER SYSTEM TO THE LEADING ATHLETE AT THE MAJOR FIELD AND TRACT COMPETITION BETWEEN SWEDEN AND FINLAND, AND THE ANNOUNCEMENT OF THE PRIZE AT THE STADIUM INCLUDED MENTION OF THE TRADE CENTER SHOW. PAN AM DONATED A FREE TRIP TO NEW YORK AS THE PRIZE IN A COMPETITION OPEN TO SHOW VISITORS THAT WAS ADVERTISED IN THE SHOW PUBLICITY. THE MARKET PROMOTION FIRM RENTED A BOOTH AT THE STOCKHOLM INTERNATIONAL FAIR WHERE SAMPLES OF THE AUDIO EQUIPMENT WERE DISPLAYED AND ENTRANCE TICKETS DISTRIBUTED TO THOUSANDS OF VISITORS, MANY OF WHOM ALSO INQUIRED ABOUT REGULAR TRADE CENTER SHOWS. THREE LECTURES AT THE SHOW WERE WELL ATTENDED AS WERE THE RECEPTION FOR VIP'S SEPTEMBER 6, THE RECEPTION FOR DEALERS SEPTEMBER 9 AND THE PRIVATE RECEPTIONS FOR PARTICIPATING COMPANIES EACH EVENING EXCEPT SUNDAY.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STOCKH 04030 211114Z

MULTI-FIRM BSP STATISTICS: 8 PARTICIPANTS, ALL OTM FOR 14 EXHIBITORS, ALL OTM. VISITORS: 10,100.  
SALES LEADS: 17,797  
IMMEDIATE SALES: \$23,000  
EXPECTED SALES, 12 MOS: \$1,449,410  
EXREP RESULTS: WHILE NO REPRESENTATION AGREEMENTS WERE OFFICIALLY REPORTED, AT LEAST 10 SWEDISH DEALERS WERE APPOINTED AS SUB-DISTRIBUTORS DURING THE SHOW.  
KENNEDY-MINOTT

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 21-Sep-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977STOCKH04030  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770343-0448  
**Format:** TEL  
**From:** STOCKHOLM  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770936/aaaabedd.tel  
**Line Count:** 104  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 74ea7240-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 09-Dec-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1180432  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** HI-FI STEREO USA, MF-BSP, SEPTEMBER 6-11, 1977  
**TAGS:** BEXP, SW  
**To:** COM  
**Type:** TE  
**vdkvgwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/74ea7240-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009